

ALISON JING XU

April 2026

Gies College of Business
University of Illinois at Urbana-Champaign
4056 Business Instructional Facility
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EDUCATION

PhD, Marketing, 2010

University of Illinois at Urbana-Champaign (UIUC)

BA, English and International Business, Minor in Economics, 2003

Beijing Foreign Studies University, China

EMPLOYMENT

University of Illinois at Urbana-Champaign, Marketing Area Chair, August 2024 – present.

University of Illinois at Urbana-Champaign, Professor of Business Administration and John M. Jones Faculty Fellow, June 2024 – present.

University of Hong Kong, Visiting Associate Professor, 2022-2023 (Sabbatical Leave).

University of Minnesota, Associate Professor with Tenure, September 2019 – May 2024

University of Minnesota, Assistant Professor, July 2014 – August 2019

University of Toronto, Assistant Professor, July 2010 – June 2014

HONORS AND AWARDS

- Dean's Impact Awards, Gies College of Business, University of Illinois at Urbana-Champaign, 2026
- Poets and Quants' Best 40-Under-40 Business School Professors of 2022
- Outstanding Faculty Teaching Award, Carlson School of Management, University

- of Minnesota, 2021
- Society for Consumer Psychology Numeric Markers Boutique Conference
AMA-CBSIG Award, 2021
- Early Career Award, Society for Consumer Psychology, 2018
The SCP Early Career Award recognizes distinguished scientific contribution to consumer psychology by a researcher within eight years of receiving the PhD.
- Mary and Jim Lawrence Fellowship, Carlson School of Management, University of Minnesota, 2018
- Haring Symposium Faculty Fellow, 2017
- Marketing Science Institute Young Scholar, 2015
Awarded every two years to the most promising young scholars in Marketing by the Marketing Science Institute (MSI).
- Finalist, JCP Park Outstanding Contributor Award, Journal of Consumer Psychology, 2013
- The Franco Nicosia Best Competitive Paper Award, Association of Consumer Research, 2008
Awarded every year to the author/s of the best competitive paper presented at the North American conference.
- Sheth-Sudman Award for Excellent in Research, University of Illinois, 2009
- Richard D. and Anne Marie Irwin Fellowship, University of Illinois, 2009-2010
- Haring Symposium Student Fellow, 2009
- John M. Jones Fellowship, University of Illinois, 2008-2010

GRANTS

- New Perspectives on Ethical and Responsible Business for the 21st Century, Gies College of Business, 2026, \$20,000
- Gies Research Grant, Gies College of Business, 2025, \$35,000
- Gies Department of Business Administration Senior Grant, 2025, \$3000
- Dean's Research Travel Grant, Carlson School, 2022, \$5,000
- Dean's Research Travel Grant, Carlson School, 2019, \$2528
- Dean's Small Research Grant, Carlson School, 2019-2020, \$9,800
- Grant-in-Aid of Research, Artistry and Scholarship, University of Minnesota, 2017-2018, \$12,930
- Dean's Small Research Grant, Carlson School, 2016-2017, \$6,215
- Marketing Science Institute Research Grant, 2015-2017, \$12,300
- Dean's Small Research Grant, Carlson School, 2015-2016, \$9,350
- Standard Research Grant, Social Sciences and Humanities Research Council of Canada (SSHRC), 2011-2014, \$56,654
- Start-up Research Grant, University of Toronto, 2010-2013, \$60,000

- AIMIA Research Fund, Rotman School Marketing Group, 2013, \$2,500
- Richard D. and Anne Marie Irwin Fellowship, UIUC, 2009-2010, \$30,000

RESEARCH INTERESTS

- Decision Making Processes
- Sequential Decision Making and Behavioral Mind-sets
- Sensory Experience and Decision Making
- Environmental Influence on Consumer Behavior
- Technology Advancement and Consumer Behavior

PUBLICATIONS

Referred Journals and Annuals

1. Jinjie Chen, **Alison Jing Xu**, Maria Rodas, and Xuefeng Liu (2023), “Order Matters: Rating Service Professionals Reduces Tipping,” *Journal of Marketing*, 87(1), 81-96.
 - Society for Consumer Psychology Numeric Markers Boutique Conference
AMA-CBSIG Award
2. Wang, Yajin, **Alison Jing Xu**, and Ying Zhang (2023) “*L’Art pour l’Art*: Experiencing Art Reduces the Desire for Luxury Goods,” *Journal of Consumer Research*, 49(5), 786-810.
3. **Xu, Alison Jing**, Christine Moorman, Vivian Yue Qin, and Akshay Rao (2020), “Four More Years: Presidential Elections, Comparative Mind-set, and Managerial Decisions,” *Academy of Management Journal*, 63 (5), 1370-1394.
4. **Xu, Alison Jing**, Maria A. Rodas, and Carlos J. Torelli (2020), “Generosity without Borders: The Interactive Effect of Spatial Distance and Donation Goals on Charitable Giving,” *Organizational Behavior and Human Decision Processes*, 161, 65-78. Equal authorship.
5. **Xu, Alison Jing**, Shirley Y.Y. Cheng, and Tiffany W. White (2020), “The Motivating and Demotivating Effects of Negative Feedback on Cross-domain Goal Pursuit Behaviors,” *Journal of the Association for Consumer Research*, 5 (3), 311-321.

6. **Xu, Alison Jing** and Norbert Schwarz (2018), “How One Thing Leads to Another: Spillover Effects of Behavioral Mind-sets”, *Current Directions in Psychological Science*, 27(1), 51-55.
7. Cai, Fengyan, Yang Zhiyong, Robert S. Wyer, Jr., and **Alison Jing Xu** (2017), “The Interactive Effects of Bitter Flavor and Mood on the Decision to Spend or Save Money,” *Journal of Experimental Social Psychology*, 70, 48-58.
8. **Xu, Alison Jing** and Dolores Albarracín (2016), “Constrained Physical Space Constrains Hedonism,” *Journal of the Association for Consumer Research*, 1(4), 557-568.
9. **Xu, Alison Jing**, Norbert Schwarz, and Robert S. Wyer (2015), “Hunger Promotes Acquisition of Nonfood Objects,” *Proceedings of the National Academy of Sciences of the United States of America*, 112 (9), 2688-2692.
10. **Xu, Alison Jing** and Aparna A. Labroo (2014), “Incandescent Affect: Turning on the Hot Emotional System with Bright Light,” *Journal of Consumer Psychology*, 24 (2), 207–216.
11. Uskul, Ayse K., Daphna Oyserman, Norbert Schwarz, Spike W. Lee, and **Alison Jing Xu** (2013), “How Successful You Have Been in Life Depends on the Response Scale Used: The Role of Cultural Mind-sets in Pragmatic Inferences Drawn From Question Format,” *Social Cognition*, 31 (2), 222-236.
12. **Xu, Alison Jing** and Robert S. Wyer (2012), “The Role of Bolstering and Counterarguing Mind-sets in Persuasion,” *Journal of Consumer Research*, 38 (February), 920-932.
13. **Xu, Alison Jing**, Rami Zwick, and Norbert Schwarz (2012), “Washing Away Your (Good or Bad) Luck: Physical Cleansing Affect Risk Taking Behavior,” *Journal of Experimental Psychology: General*, 141 (1), 26-30.
14. Wyer, Robert S., **Alison Jing Xu**, and Hao Shen (2012), “The Effects of Past Behavior on Future Goal-Directed Activity,” in James M. Olson and Mark P. Zanna (ed.), *Advances in Experimental Social Psychology*, Vol. 46, Burlington: Academic Press, 2012, 237-283.
15. Wyer, Robert S. and **Alison Jing Xu** (2010), “The Role of Behavioral Mind-sets in Goal-Directed Activity: Conceptual Underpinnings and Empirical Evidence,” *Journal of Consumer Psychology*, 20, 107-125. Lead article. Equal authorship.

- Finalist, JCP Park Outstanding Contributor Award, 2013
16. **Xu, Alison Jing** and Robert S. Wyer (2010), “Puffery in Advertisements: The Effects of Media Context, Communication Norms, and Consumer Knowledge,” *Journal of Consumer Research*, 37 (August), 329-343.
 17. Muthukrishnan, A.V., Luc Wathieu, and **Alison Jing Xu** (2009), “Ambiguity Aversion and the Power of Established Brand,” *Management Science*, 55 (December), 1933-1941.
 18. **Xu, Alison Jing** and Robert S. Wyer (2008), “The Comparative Mind-set: From Animal Comparisons to Increased Purchase Intentions,” *Psychological Science*, 19 (September), 859-864.
 - Winner, The Franco Nicosia ACR Best Competitive Paper Award, 2008
 19. **Xu, Alison Jing** and Robert S. Wyer (2007), “The Effect of Mind-sets on Consumer Decision Strategies,” *Journal of Consumer Research*, 34 (December), 556-566.

Handbook Chapters

20. Wyer, Robert S., Hao Shen, and **Alison Jing Xu** (2013), “The Role of Procedural Knowledge in the Generalizability of Social Behavior,” in D. Carlston (Ed) *Handbook of Social Cognition* (3rd ed.), New York: Oxford University Press, pp. 257-281.

INVITED PRESENTATIONS

“Voluntary Payments”

- 13th Triennial Invitational Choice Symposium, August 2026

“The Impact of Virtual Backgrounds on Persuasion Effectiveness in Online Sales Context”

- University of Delaware Marketing Camp, April 2024

“Order Matters: Rating Service Professionals Reduces Tipping Amount on Digital Platforms”

- Dartmouth College, October, 2024
- Behavioral Science in the Age of Smart Technology Conference, July 2023.

“Order Matters: Rating Service Professionals Reduces Tipping”

- Hong Kong Polytechnic University, February, 2023.

“L’Art Pour L’Art: Experiencing Art Dampens the Desire for Luxury Goods”

- Nanyang Technological University, October, 2022
- University of Hong Kong, December, 2022
- University of Illinois, December, 2022.
- City University of Hong Kong, February, 2023.
- Baptist University of Hong Kong, May, 2023.

“Four More Years: Presidential Elections, Comparative Mindset, and Managerial Decisions”

- Peking University, December, 2020

“Why Businesses Spend More During Presidential Election Years?”

- Institute of Research in Marketing, Carlson School of Management, October, 2020

“Changing Buyer Behavior & Ways to Increase Brand Trust in the Age of Disruption” in Carlson Executive Education’s Leadership in the Age of Disruption Series

- Carlson Executive Education, June, 2020

“Picasso, Monet, and Louis Vuitton: Appreciation of Arts Dampens Desire for Luxury Goods”

- Northwestern University, January, 2019

“How One Thing Leads to Another: Spillover Effects of Behavioral Mind-sets”

- Early Career Award Address, Society for Consumer Psychology Conference, February, 2018, Dallas.

“Thematic Product Assortment Displays Enhance Appreciation of Creativity in the Marketplace: The Spillover Effect of a Relational Processing Mind-set”

- Johns Hopkins University, September, 2018
- Ohio State University, May, 2018
- Hong Kong University of Science and Technology, May, 2018
- The Chinese University of Hong Kong, May, 2018
- Hong Kong Polytechnic University, May, 2018
- University of Illinois at Urbana-Champaign, April, 2018

“Attachment to God Reduces Conformity to the Choice of the Majority”

- University of Minnesota, May, 2015

“The Influence of Past Behavior on Future Behavior: A Mind-set Perspective”

- Marketing Science Institute Young Scholars Conference, January, 2015, Park City, Utah

“Calorie Deprivation Promotes Acquisition of Nonfood”

- Peking University, China, April, 2014

“The Comparative Mind-Set and Managerial Decision Making”

- University of Arizona, Payne Symposium, January, 2014
- Tsinghua University, China, April, 2014
- Renmin University, China, April, 2014
- Peking University, China, January, 2014
- Nanjing University, China, December, 2013

“The Influence of Past Behavior on Future Behavior: A Mind-set Perspective”

- Columbia University, October, 2013
- University of British Columbia, October, 2013
- University of California, Riverside, September, 2013
- University of Cincinnati, October, 2013
- University of Minnesota, September, 2013

“Taking More Money and Donating More Money: The Influence of Self-Threat on Goal Pursuit”

- 7th Ivey Consumer Behavior Symposium, London, Canada, January 2013,

“The Role of Bolstering and Counterarguing Mind-sets in Persuasion”

- Texas A&M University, March, 2012
- Shanghai Jiao Tong University, China, June, 2012
- Wuhan University, China, June, 2012
- Fudan University, China, August, 2011

“Bolstering versus Counterarguing Mindsets: Implications for the Effectiveness of Persuasive Messages”

- BBCRST, Syracuse, New York, April 2011

“Washing Away Your Luck: Physical Cleansing Affects Risk-Taking Behavior,”
presented at

- Southern Ontario Behavioral Decision Research Conference, Toronto, Canada, May 2011

“The Impact of Fluff in Advertisements: The Role of Communication Norms and Consumer Knowledge”

- Haring Symposium, Bloomington, Indiana, 2009

“The Influence of Past Behavior on Future Behavior: A Mind-set Perspective”

- Cornell University, November, 2009
- Stanford University, October, 2009
- Northwestern University, October, 2009
- University of Georgia, October, 2009
- Southern Methodist University, September, 2009
- University of Toronto, September, 2009
- Temple University, September, 2009
- University of Maryland, September, 2009

“The Comparative Mind-set: From Animal Comparisons to Increased Purchase Intentions”

- UIUC Psychology Department Brownbag, April, 2009

PEER-REVIEWED RESEARCH PRESENTATIONS AT CONFERENCES
(*denotes the presenters)

Guiyang Xiong*, Alison Jing Xu, Wang Pengyuan, Keith Wilcox, Kaia Choi, and Xiaobo Lin (2026), “Race, Mindset, and Crypto,” to be presented at AMA Winter Academic Conference 2026 (Flash Talk Presentation), February, Spain.

Zhang, Xiangyun*, Nico Liao, Alison Jing Xu, and Sharon Ng (2025) “When Culture Tightens Privacy: Cultural Tightness Increases Privacy Protection” presented at the 2025 Association for Consumer Research Conference (Competitive Paper), October, Washington DC.

Hao, Bonnie* and Alison Jing Xu (2024), “The Impact of Virtual Backgrounds on Persuasion Effectiveness in Online Sales Context” presented at the 2024 Association for Consumer Research Conference (Poster Session), September, Paris, France.

Chen, Jinjie, Alison Jing Xu, Maria Rodas*, and Xuefeng Liu (2022), " Rating Service Professionals First Reduces Tip Amount in Sequential Decisions", presented at the 2022 Summer AMA Conference, August, Online.

Chen, Jinjie, Alison Jing Xu, Maria Rodas*, and Xuefeng Liu (2022), " Rating Service Professionals First Reduces Tip Amount in Sequential Decisions", to be presented at the the Society of Consumer Psychology Boutique Conference on The Global Consumer: Insights from Cross-Cultural Research, July, Nanyang Technological University, Singapore.

Chen, Jinjie*, Alison Jing Xu, Maria Rodas, and Xuefeng Liu (2022), " Rating Service Professionals First Reduces Tip Amount in Sequential Decisions", presented at the 44th Annual ISMS Marketing Science Conference, June, Online.

Chen, Jinjie*, Alison Jing Xu, Maria Rodas, and Xuefeng Liu (2022), " Rating Service Professionals First Reduces Tip Amount in Sequential Decisions", presented at Society for Consumer Psychology Annual Conference, March, Online.

Chen, Jinjie*, Alison Jing Xu, Maria Rodas (2021), "Order Matters: Rating Service Professionals Reduces Tipping Amount," presented at the Consumer Psychology Boutique Conference Association for Consumer Research Conference (special session), June, Tucson, Arizona. Note: presentation cancelled due to COVID-related travel restrictions.

Chen, Jinjie*, Alison Jing Xu, Maria Rodas (2021), "Order Matters: Rating Service Professionals Reduces Tipping Amount," presented at the Association for Consumer Research Conference (special session), October, Online.

Wang, Ryan TzuShuo*, Jinjie Chen, and Alison Jing Xu (2019), "The Professor X Effect – Do People with Disability Achieve Higher?" presented at the Association for Consumer Research Conference (poster session), October, Atlanta, Georgia.

Wang, Yajin*, Alison Jing Xu, and Ying Zhang (2019) "Picasso, Monet, and Louis Vuitton: Appreciation of Arts Dampens Desire for Luxury Goods," presented at the Association for Consumer Research Conference (special session), October, Atlanta, Georgia.

Wang, Yajin*, Alison Jing Xu, and Ying Zhang (2019) "Picasso, Monet, and Louis Vuitton: Appreciation of Arts Dampens Desire for Luxury Goods," presented at the INFORMS Marketing Science 41st Annual Conference (competitive paper), June, Rome, Italy.

Xu, Alison Jing*, Christine Moorman, Vivian Yue Qin, and Akshay Rao (2019), "Four More Years: Presidential Elections, Comparative Mind-set, and Managerial Decisions," presented at the INFORMS Marketing Science Conference (competitive paper), June, Rome, Italy.

Xu, Alison Jing*, Sharon Shavitt, and Derek Rucker (2017), "Captivated by Change: A Motivational Consequence of Being Powerless," presented at the Association for Consumer Research Conference (special session), October, San Diego.

Xu, Alison Jing, Joan Meyers-Levy, Barbara Loken, and Ryan Wang* (2017), "Appreciation of Creativity: Unintended Consequences of Thematic versus Taxonomic Product Organization," presented at the Association for Consumer Research Conference (competitive paper), October, San Diego.

Qin, Vivian Yue and Alison Jing Xu* (2016), “Attachment to God Reduces Conformity to the Choices of the Majority,” presented at the Association for Consumer Research Conference (special session), October, Berlin, Germany.

Xu, Alison Jing, Nicholas J. Olson*, and Rohini Ahluwalia (2016), “Love It but Leave It: The Divergent Effects of Religiosity on Attitudinal versus Behavioral Brand Loyalty,” presented at the Association for Consumer Research Conference (special session), October, Berlin, Germany.

Xu, Alison Jing* and Dolores Albarracín (2014), “From Controlled Movement to Controlled Mind: the Effect of Space on Impulsive Behavior,” presented at the Association for Consumer Research Conference (competitive paper), October, Baltimore, Maryland.

Moorman, Christine, Alison Jing Xu*, and Vivian Yue Qin (2013), “The Influence of Comparative Mind-set on Managerial Decision Making,” presented at the Association for Consumer Research Conference (special session), October, Chicago, Illinois.

Shi, Mengze and Alison Jing Xu* (2013), “Psychological Risk Aggregation: Use of Probabilistic Promotions to Sell Products of Uncertain Qualities,” presented at the Association for Consumer Research Conference (special session), October, Chicago, Illinois.

Xu, Alison Jing* and Aparna A. Labroo (2013), “Incandescent Affect: Turning on the Hot Emotional System with Bright Light,” presented at the Association for Consumer Research Conference (competitive paper), October, Chicago, Illinois.

Xu, Alison Jing*, Shirley Y.Y. Cheng, and Tiffany Barnett White (2010), “Taking More Money and Donating More Money: The Influence of Self-Threat on Goal Pursuit,” presented at Society for Consumer Psychology Conference (competitive paper), February 2010, St. Petersburg, Florida.

Xu, Alison Jing, Shirley Y.Y. Cheng, and Tiffany Barnett White*(2012), “Taking More Money and Donating More Money: The Influence of Self-Threat on Goal Pursuit,” presented at Association for Consumer Research Conference (special session), October 2012, Vancouver, Canada.

Xu, Alison Jing* and Robert S. Wyer, “Bolstering versus Counterarguing Mindsets: Implications for the Effectiveness of Persuasive Messages,” presented at

- Association for Consumer Research Conference (competitive paper), October 2011, St. Louis, Missouri.

- Society for Consumer Psychology Conference (competitive paper), February 2011, Atlanta, Georgia.
- Persuasive 2011 Conference, June 2011, Columbus, Ohio.

Xu, Alison Jing*, Rami Zwick, and Norbert Schwarz, “Washing Away Your Luck: Physical Cleansing Affects Risk-Taking Behavior,” presented at Association for Consumer Research Conference (competitive paper), October 2011, St. Louis, Missouri.

Muthukrishnan, A.V.*, Luc Wathieu, and Alison Jing Xu (2009), “Ambiguity Aversion and the Power of Established Brands,” presented at Asia-Pacific Association for Consumer Research Conference (competitive paper), January, Hyderabad, India.

Xu, Alison Jing* and Robert S. Wyer (2008), “The Comparative Mind-set: From Animal Comparisons to Increased Purchase Intentions,” presented at the Association for Consumer Research Conference (competitive paper), October, San Francisco, California.

Xu, Alison Jing* and Robert S. Wyer (2007), “The Effect of Communication Norms on Interpretations of Meaningless Information,” presented at the Association for Consumer Research Conference (competitive paper), October, Memphis, Tennessee.

Xu, Alison Jing* and Robert S. Wyer (2007), “Communication Norms in Consumer Context: Responses to Norm Deviations,” presented at the Society for Consumer Psychology Summer Conference (competitive paper), August, San Francisco, California.

Xu, Alison Jing* and Robert S. Wyer (2007), “The Effect of Communication Norms on Interpretations of Two-sided Communication,” presented at the Society for Consumer Psychology Summer Conference (competitive paper), August, San Francisco, California.

Xu, Alison Jing* and A.V. Muthukrishnan (2007), “Gifts vs. Coupons: Do Consumers Know Their True Preference?” presented at the 2007 INFORMS Marketing Science Conference (competitive paper), June, Singapore.

Xu, Alison Jing* and Robert S. Wyer (2006), “The Effect of Mind-sets on Consumer Decision Strategies,” presented at the Association for Consumer Research Conference (competitive paper), September, Orlando, Florida.

Xu, Alison Jing*, Rami Zwick, and Norbert Schwarz (2009), “Washing Away Your (Good or Bad) Luck: Superstition, Embodiment, and Gambling Behavior,” presented at

- Association for Consumer Research Conference (poster session), 2009 October, Pittsburgh, Pennsylvania.
- Society for Consumer Psychology Conference (poster session), 2009 February, San Diego, California.

Xu, Jing*, Robert S. Wyer, and Rami Zwick (2005), “Will You Buy What You Prefer?: The Effect of Preference Judgment on Choice,” presented at the Society for Judgment and Decision Making Conference (Poster Session), November, Toronto, Canada.

CHAired CONFERENCE SESSIONS

“Order Matters: Exploring How Sequential Decision Making Affects Spending,” co-chaired with Jinjie Chen, Association for Consumer Research Conference, 2021.

“The Interplay between Power and Lay Theories in Influencing Consumer Behavior,” co-chaired with Sharon Shavitt, Association for Consumer Research Conference, 2017.

“Religion and Consumption Decisions: Acquisition, Disposition, and Susceptibility to Advertising and Social Influence,” co-chaired with Keisha Cutright, Association for Consumer Research Conference, 2016.

“Consumer Mindsets: Justifying, Comparing, and Competing,” co-chaired with Aner Sela, Association for Consumer Research Conference, 2013.

“Making the Best of Uncertainty: The Role of Message Framing, Processing Style, and Risk Aggregation,” Association for Consumer Research Conference, 2013.

SELECTED MEDIA COVERAGE

Hunger Promotes Acquisition of Nonfood Objects.

- [Wall Street Journal](#), [Forbes](#), [New Yorker](#), [Men's Health](#), [Huffington Post \(a\)](#), [NPR](#), [Huffington Post \(b\)](#), [CBS News](#), [Scientific American](#), [Medical Daily](#), [Science Daily](#), [New Scientist](#), [Pacific Standard](#), [Smithsonian Magazine](#), [Phys.org](#), [Woman's Day](#), [Yahoo Health](#), [Big Think](#), [U.S. Health News](#), [Softpedia News](#), [Natural News](#), [The Daily Meal \(a\)](#), [The Daily Meal \(b\)](#), [Bustle](#), [The Australian](#), [Mindful.org](#), [Mic](#), [Washington Top](#), [Telegraph UK](#), [Healthline News](#), [Science Newslines](#), [Medical Xpress](#), [AHC eNews](#), [Fox News Magazine](#), [Charleston Daily Mail](#), [Newsmax Health](#), [City A.M.](#), [CBS DC](#), [Minnesota Daily](#), [National Geographic \(Poland\)](#), [Trusted Health Products](#), [Consumerist](#), [EQand](#), [SBS \(Australia\)](#), [WCCO CBS](#), [She Radio](#), [freecouponsbymail.com](#), [Panorama](#), [Christ Church](#), [Chicago-woman.com](#), [Espresso Science](#), [Shiny Shiny](#), [WTIP North Shore Community Radio](#), [Vavista Life](#), [Scientia](#),

[KIJK Magazine](#), [20 Minuten](#), [Sueddeutsche](#), [Xataka Ciencia](#), [Aften Posten](#), [Cogemo News](#), [Kopalniawiedzy](#), [VG Forbruker](#), [Guokr.com](#), [Forschung Erleben](#)

Incandescent Affect: Turning on the Hot Emotional System with Bright Light.

- [Huffington Post \(a\)](#), [Huffington Post \(b\)](#), [Science Daily](#), [Good Housekeeping](#), [Pacific Standard](#), [Women's Health Magazine](#), [Psychology Today](#), [Daily Mail UK](#), [CBC News](#), [Epoch Times](#), [Medical News Today](#), [Economic Times](#), [China Daily](#), [Independent UK](#), [The Globe and Mail](#), [Psych Central \(a\)](#), [Psych Central \(b\)](#), [Wellness Today](#), [El Universal](#), [EMGN](#), [Softpedia](#), [Minn Post](#), [UPI](#), [Medical Express](#), [ABC Ciencia](#), [Psyblog](#), [AHC eNews](#), [Yahoo News \(Canada\)](#), [EmaxHealth](#), [Salon](#), [Red Orbit](#), [SGHomemaker](#), [Inverse.com](#), [Staged to Sell](#), [Nova](#), [Facilites Management Journal](#), [Economiahoy](#), [Self](#), [Humintell](#), [Counsel & Heal](#), [Televentas & Cobranca](#), [S-Soha](#), [OZ Biosfera](#)

Washing Away Your (Good or Bad) Luck: Physical Cleansing Affect Risk Taking Behavior.

- [History of Things to Come](#), [Der Tagesspiegel](#), [Wall Street Journal](#)

Puffery in Advertisements: The Effects of Media Context, Communication Norms, and Consumer Knowledge.

- [Science Daily](#), [Harvard Business Review](#), [Illinois News Bureau](#), [Central Illinois Business](#), [Phys.org](#), [Eurek Alert](#), [Science 2.0](#), [Fundraising Detective](#), [Futurity](#), [Fashiongale](#), [Fomo](#), [Kelly Warner Law Blog](#), [MENG Online Blog](#), [Marc Barros Blog](#)

TEACHING EXPERIENCE

- Instructor, Principles of Marketing (Online Undergraduate), University of Illinois, 2024 –
- Co-Instructor, Building Global Brands (Doctor of Business Administration, DBA), University of Minnesota and Tsinghua University, 2024 –
- Instructor, Consumer Insights: Foundations and Practical Tools (MBA, MS), University of Hong Kong, 2022 - 2023
- Instructor, Buyer Behavior (Full time, Part time, and Online MBA), University of Minnesota, 2017 - 2024
- Instructor, Brand Strategy (Full time and Part time MBA; Master of Marketing), University of Minnesota, 2020 - 2023
- Instructor, Consumer Information Processing (Ph.D. Seminar), 2018, 2019, 2022
- Instructor: Buyer Behavior (undergraduate), University of Minnesota, 2015-2024

- Instructor, Principles of Marketing (undergraduate), University of Toronto, 2010-2013
- Instructor, Consumer Behavior (undergraduate), University of Toronto, 2012-2013
- Instructor, Consumer Behavior (undergraduate), University of Illinois, 2009

TEACHING INTERESTS

Consumer Behavior, Brand Strategy, Principles of Marketing, Marketing Management, Judgment and Decision Making, Advertising, Marketing Communications.

SERVICE TO THE DEPARTMENT, SCHOOL, AND UNIVERSITY

Department of Business Administration, University of Illinois at Urbana-Champaign

- Marketing Area Chair, 2024 – present.
- Marketing Major Curriculum Committee, 2025 – present.
- Department of Business Administration Restructuring Task Force, 2026
- Ph.D. Co-mentoring: Kaia Choi
- Marketing Faculty Search Committee: Member, 2025 fall.
- Senior HR Specialist Search Committee: Member, 2024 fall.
- 3rd Year Review, Tenure Promotion, Full Promotion Internal Evaluators. 2024 – present.
- IT Help Desk Classroom Support Team Member Search Committee: Member, 2025 fall.

University of Minnesota

- The University of Minnesota Faculty Senate Member: Elected Carlson Representative, 2022-2024 (active participation during sabbatical leave)
- Faculty Design Thinking Forum: The Future of the Faculty Experience, invited participant, May 2022
- Campus Curriculum Committee, 2020 – 2024.
- University Honors Program Research Sampler Speaker, October 2020

Carlson School of Management, University of Minnesota

- Faculty Consultative Committee (elected member), 2020 – 2022 (sabbatical leave in 2022)
- Carlson School DEI Center Director Search Committee, 2021– 2022
- Doctor of Business Administration (DBA) Thesis Committee, 2019, 2022, 2023, 2024
- Doctor of Business Administration (DBA) Thesis Advisor, 2019 – 2024.
- Undergraduate Honors Thesis Supervisor, 2018 – 2021. Students advised:

- 2018-2019: Anissa Salemhamed, Kayla R. Kahl, Valentina Truong-Ferreira
- 2019-2020: Joanna C. Liu, Lauren Scheidler, Rae Knopf, Stephanie Avalos
- 2020-2021: Audrey Ekman, Emera Balok, Dhruv Methi
- Reader for Honors Thesis: Connie Xu, 2015 Fall – 2016 Spring; Eungie Cha, 2017 Fall – 2018 Spring

Marketing Department, University of Minnesota

- Marketing Department PhD Committee Member, 2021 – 2022.
- PHD Dissertation Committee
 - Ryan Tzushuo Wang, 2021-2022
 - Mayank Anand, 2022-2024
 - Han Young Jun, 2023-2024
- 3rd Year PhD Oral Preliminary Exam Committee
 - Bonnie Hao, 2022
 - Han Young Jung, 2022
 - Mayank Anand, 2021
 - Ryan Tzushuo Wang, 2019
- 1st Year PhD Summer Research Project Advisor
 - Han Young Jung, 2020 Summer
 - Hankul Bae, 2020 Summer
- 3rd Year PhD Summer Research Project Advisor
 - Ryan Tzushuo Wang, 2019
- Research Using Subjects coordinator, 2015 – 2022
- Faculty Recruiting Committee Member, 2016, 2017
- Doctoral Students' Research Projects Advised
 - Nicholas Olson (Initial Placement: Texas A&M University)
 - Maria Rodas (Initial Placement: University of Southern California)
 - Jinjie Chen (Initial Placement: The City University of Hong Kong)
 - Ryan Tzushuo Wang (Initial Placement: University of Wisconsin – La Crosse)
 - Bonnie Hao (Initial Placement: Xiamen University)

SERVICE TO PROFESSIONAL ASSOCIATION

Leadership

Association of Consumer Research Conference Co-Chair, 2026-2027.

Association of Consumer Research Conference Early Career Workshop Co-chair, 2021-2022.

Candidate for Perspectives Director (Industry) in the 2023 ACR Board of Directors Election.

Co-Editor

Service Science Special Issue on The Use of Technology in Service Marketing, 2022 -2024.

Deputy Editor

Service Science, Department of Customer Experience, Behavior, and Decision Making, 2023 – present.

Associate/Area Editor

International Journal of Research in Marketing, 2024- present.
Service Science, 2021-2024.
Association for Consumer Research annual conference, 2023

Editorial Review Board

Journal of Consumer Research, 2022 - 2023.

Conference Program Committee

Association for Consumer Research Conference, 2013, 2014, 2017, 2019, 2020, 2021
Society for Consumer Psychology Conference Program Committee, 2019, 2021, 2022, 2025

Promotion and Tenure External Evaluation

Gustavson School of Business, University of Victoria, Canada
Carlos Alvarez College of Business, University of Texas at San Antonio

External Review Experience

Member of the External Review Panel on Social Sciences & Humanities, University of Macau Multi-Year Research Grant 2005, 2026
Online MBA Proposal External Reviewer, University of California, Riverside, 2026

Reviewer

Association for Consumer Research Conference
Society of Consumer Psychology Conference
Research Grants Council (RGC) of Hong Kong
MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing
SCP Schumann Dissertation Proposal Competition
Science Institute, 2022
ACR Sheth Scholarship Award, 2024

Ad hoc Reviewer for Marketing and Management Journals

Journal of Marketing Research
Journal of Marketing
Journal of Consumer Psychology
Journal of Association for Consumer Research
European Journal of Marketing
Organizational Behavior and Human Decision Processes
Marketing Letters
International Journal of Research in Marketing.

Ad hoc Reviewer for Psychology Journals

Journal of Personality and Social Psychology
Psychological Science
Journal of Experimental Psychology: General
Social Psychological and Personality Science
European Journal of Social Psychology
International Journal of Psychology
Journal of Experimental Social Psychology
Current Directions in Psychological Science
Journal of Experimental Psychology: Applied.

COMMUNITY OUTREACH

- Guest speaker on Economic Decisions: The Next Generations School, 4th Grade Classroom, 2025, 2026
- Guest speaker on Economic Decisions: The Countryside School, 3rd & 4th Grade Classroom, 2025, 2026

MEMBERSHIP

- Association for Consumer Research
- Society for Consumer Psychology
- INFORMS Marketing Science.